



POSTERS VERSUS LURKERS: WHEN DO SOCIAL MEDIA COMMUNITY MEMBERS SHARE THEIR EXPERIENCES ON WITH OTHERS?

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In this paper we examine the importance of information timeliness and identification with the social media community in influencing word of mouth. Drawing on social identity theory, we propose that the relationship between information timeliness and word of mouth is moderated by identification with the social media community and that this interaction is mediated by perceived corporate social responsibility. With a study of 806 participants and moderated mediation analysis we find evidence for our predicted model that the relationship between information timeliness and word of mouth via perceived corporate social responsibility is influenced by identification with the social media community. The paper offers theoretical insights into the psychological process underlying consumers' information process and the influence of social media as well as practical implication that companies can allocate their marketing budget more wisely.